**BUSINESS ANALYSIS** 

#### **Closed Transactions**

	For: Twelve Months Ending:			
A 11	D	C 11	a i D'	
Address	Buyer	Seller	Sales Price	Commission Earned

1.	# Closed Transactions:	
2.	Total \$ Volume (Sales Price) Closed	
3.	Average Sales Price (Line 2 ÷ Line 1)	
4.	Total Commission Earned	
5.	Average Commissions per Transaction (Line 4 ÷ Line 1)	

If you did both side, count it twice, once as a buyer transaction and once as a seller.

Totals

**BUSINESS ANALYSIS** 

### **Listing Taken**

	Twelve Months Ending:			
Property Address	Date Sold	Date Exp/ Off Mkt	Reason it didn't Sell or Price it sold for.	
Number Listing Taken				
Number Listings Sold				
% Listing Sold (Line 2 ÷ Line 1)	)			
Total Dollar Volume of Listing S	Sold;			

**BUSINESS ANALYSIS** 

#### **Sources of Business for Closed Transactions**

		F01		
		Twelve Months Ending:		
Property Address		Source of Business		
Enter Totals for the fe	following Categories:			
Geo Farm	Past Client			
FSBO	Advertising			
Open House	QHT <sup>TM</sup>			
Relo referral	Relative			
Floor Time	Friend			
Expired (OB)	Other			
Internet	OB referral			
Ielly Rean Iar	Other			

**BUSINESS ANALYSIS** 

#### **Marketing Expenses**

		For: Twelve Months Ending:		
		Past 12 months	Plan next 12 months	
1	Newspapers Ads			
2	Magazine Ads			
3	Yellow Pages			
4	TV/Radio			
5	Direct Mail			
6	Church/ Club Directories			
7	Promotional flyers			
8	Postage			
9	Yard Signs/ Riders			
10	Photography			
11	Marketing Tools			
12	Personalized Marketing tools			
13	Open House supplies			
14	Other			
15				
16				
17				
TO	TAL MARKETING EXPENSES:			

#### **BUSINESS ANALYSIS**

### **Non-Marketing Business Expenses**

		For:	
		Twelve Months Endin	ng:
		Past 12 months	Plan next 12 months
1	Auto (Lease/loan payment)		
2	Auto Expenses (gas maintenance)		
3	Auto Insurance		
4	E&O Insurance		
5	Dues (Realtor Assn, clubs, etc)		
6	MLS		
7	Professional books and tape		
8	Phone		
9	Office Supplies		
10	Equipment (Fax, software, copier)		
11	Computer Hardware 7Maintenance		
12	Seminars		
13	Lock Boxes		
14	Professional Services (Acct/Atty)		
15	Secretarial/Personal assistant		
16	Transaction Coordinator		
17	Sales Conference		
18	Licenses		
19	Gifts		
20	Business magazines		
21	Entertainment		
22			
23			
TO	TAL BUSINESS EXPENSES:		

#### **BUSINESS ANALYSIS**

#### **Business Expenses Analysis**

	For:			
		Twelve Months Ending:		
Total Commission Income (1099)		\$		
Expenses:				
	Marketing:	\$		
	Business:	\$		
	Total Expenses	3	\$	
Profit (loss	)		\$	
(Subtract E	xpenses from Income	e)		
What % of	your income is inves	ted back into your business:		%
What % of your income is invested in Personal Marketing:				%
What are yo	our opportunities for	improving effectiveness?		

**BUSINESS ANALYSIS** 

#### **Production Analysis**

	For: _	
	Twelve	e Months Ending:
1.	Total Commission Income Earned	
LIST	STING SIDE	
2.	Number of Listings taken	
3.	Number of Listings sold	
4.	% of Listings sold (Line 3 ÷ Line2)	
5.	Total Volume of Listings Sold	
6.	Average Sales Price (Line 5 ÷ Line 3)	
BUY	YER CONTROLLED SALES	
7.	Number of Buyer sales	
8.	Total Volume of BCS	
9.	Average Sales Price of the BCS (Line 8 ÷ Line	e 7)
UNI	IIT TOTALS	
10.	Number of Listings Sold	
11.	Number BCS	
12.	Total Closed	
AVI	ERAGE INCOME PER UNIT	
13.	Total Commission Earned (Line 1)	
14.	Total Closed Units (Line 12)	
15.	Average Commission Earned per Unit ((Line	13 ÷ Line 14)
16.	% business from Listings Sold (Line $3 \div \text{Line}$	4)
17.	% Business from BCS (Line 7 ÷ Line 14)	